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ABSTRACT

In measuring the characteristics of mass-communication audiences, three dimensions are frequently used: demographics, social class, and psychological characteristics. The author proposes a fourth, "life style," which offers reliable data, is more colorful than demographics and more useful than psychological characteristics. This dimension is designed to answer questions about people in terms of their activities, opinions, and interests (AOI's). To date, data for these studies has come from adults who are members of national mail panels. Information on AOI's, demographics, media usage, media preferences, and product or brand usage is obtained. The data is then analyzed in one of two ways. Correlational analysis indicates the difference in life styles between users and nonusers of a product or readers of one magazine versus those of another magazine. Cluster analysis divides the sample by life style and relates those life styles to product use or media preference. Examples from previous life style studies illustrate the two techniques. The life style dimension has been of use in advertising and marketing and should be useful in mass communication research. (JK)

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LIFE STYLE PATTERNS : A NEW DIMENSION FOR MASS COMMUNICATION RESEARCH

by

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Research in mass communications could be divided into two broad areas of inquiry: the media and the audiences. Research in the area of the media usually includes studies of media content, the structure and rules of the media, and the process of creating messages or other stimuli. Research in the area of the audiences usually includes studies of preferences, perceptions, uses, comprehension and behavior toward the media or medium. Almost every piece of research on mass communication audiences includes some measure of the audiences' characteristics. It is this latter aspect of mass communications research that I would like to discuss today. I want to present a new dimension for measuring and understanding mass media audiences called "Life Style."

Over the years certain dimensions have been useful in the conceptualization and measurement of people in mass communications research dealing with audiences. The most popular dimensions to date have been demographics, social class and psychological characteristics. None of these widely used dimensions have been developed solely for the purpose of understanding mass communication audiences. One could construct a continuum of these dimensions that begins with demographics which are basic facts about people such as their sex, age, income, education level, etc. A step above demographics is the concept of and measures of social class that have evolved from social research. At the far end of the continuum are concepts of and measures of psychological characteristics that have evolved from psychology

or sociology. Examples of these measures are Rokeach's[1] Dogmatism Scale or Reisman's[2] concept of inner and outer directedness.

Demographics have the attributes of general acceptance and quantification, but often lack richness and need to be supplemented. On the other hand, psychological characteristics or scales are rich and intriguing, but often lack reliability when used on mass audiences and the findings are usually difficult to implement.

The new approach I want to present today - "Life Style Patterns" - falls in the center of this continuum. Life style combines the virtues of reliable, quantifiable data such as demographics and adds richness, dimensionality, and color which are the virtues of depth or psychological scale data. Conceptually life style is more useful than psychological characteristics because it deals with true, behaviorally-oriented facets of people as well as attitudes and opinions. Through experience with life style data one can begin to also make inferences about psychological characteristics, but its major contribution is in the area of life style patterns rather than deep psychological components.

Life style is designed to answer questions about people in terms of their activities, interests and opinions. We measure their activities in terms of how they spend their time in work and leisure; their interests in terms of what they place importance on

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[1]Milton Rokeach, The Open and Closed Mind

[2]David Reisman, et. al. The Lonely Crowd (Glencoe, Illinois: The Free Press), 1953.

in their immediate surroundings; and their opinions in terms of their stance on social issues, groups and themselves. From these three components you can begin to put flesh on bare statistical bones. What do the women think about the job of housekeeping? Are they interested in fashion? Do they participate in sports? What do they think about community organizations and social activities? Are they optimistic about the future? Are they homebodies or swingers?

When the answers to questions like these correlate significantly with product usage, magazine readership, television program preferences or other mass communication variables a picture emerges that goes beyond flat demographic descriptions or ratings figures. The audiences appear in three dimensions and are more real and alive.

There are several approaches one can take to produce three dimensional views of the audience. One approach is develop hypothesis and prepare specific questions built around the area of study.[3] Many research projects proceed on this basis.
An alternative is to cast a wider net built around some basic concepts - to ask about a wide range of activities, interests and opinions that may have no obvious relationship to the product or media under consideration. This broad approach has the advantage, when on solid conceptual ground, of not focusing on the obvious

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[3]Robert R. Monaghan, "Creative strategies in audience analysis," Educational Broacast Review (April 1968).

Joseph T. Plummer "Audience research in television program development," Educational Broadcast Review (June 1968)

and not precluding the unexpected. It is valuable because the unexpected relationships often lead to new ideas and the socio-psychological findings are often generalizable across many areas.

Today I want to describe the basic methodology of life style, discuss two analytic approaches to life style data, and point out through examples how the information can be used in mass communications planning.

The concept of "life style" is not a new one, but the measurement of life style and its relationships to audience behavior is relatively new. No one can accurately date the origin of attempts to measure life styles and their relationships to consumer behavior, but surely two of the early published reports are those of Clark Wilson, and Pessemier and Tigert in 1966.[4] Many of the original life style or activity, interest and opinion (AIO's) items from these early studies are still being used in current studies.

Three years of work on life style data with Dr. Wells of the University of Chicago and others have demonstrated that the method meets acceptable levels of statistical reliability, is valid conceptually and empirically and is a practical method. Several articles have appeared in the marketing literature, papers have been presented at conferences and more articles are due to appear

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[4] Clark C. Wilson, "Homemaker living patterns and market place behavior" in J.S. Wright and J.L. Godstucker (eds.) New Ideas for Successful Marketing, Chicago: American Marketing Association, 1966

E.A. Pessemier and D. J. Tigert, "Personality, Activity and Attitude predictors of consumer behavior" in J.S. Wright and J.L. Glodstuker.

very soon.[5] In short, life style has "come of age" in marketing, but as yet has had little exposure in other areas of mass communication.

Nature of the Study

The basic methodology of life style research utilizes national samples of adults who are members of national mail panels. The sample sizes have varied from 1,000 female homemakers to 5,000 male heads-of-households. We utilize national mail panels because the questionnaires are lengthy and are self-administered. Mail panels are the most economical and their demographic composition is very close to U. S. Census figures. There is nothing in the basic approach, however, that prohibits the use of other sampling techniques or interviewing procedures.

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[5]Frank Bass, Ron Lonsdale, and Douglas Tigert, "Market Segmentation: Individual vs. Group Behavior," Journal of Marketing Research (August, 1968)

William D. Wells, "It's a Wyeth, Not a Warhol World," Harvard Business Review, (January-February, 1970)

Wells and Tigert, "Activities, Interests and Opinions", Journal of Advertising Research (in press)

Joseph T. Plummer, "Life Style Patterns and Commercial Bank Credit Card Usage," Journal of Marketing, 35 (April, 1971)

Joseph T. Plummer, "Life Style and Advertising: Case Studies" paper presented to International Marketing Congress, San Francisco, April 1971

Edgar Pessemier and Thomas Hustad, "Industry's Use of Life Style Analysis" paper presented to International Marketing Congress.

Jerry Wind, "Life Style Analysis : A New Approach," paper presented to International Marketing Congress.

Douglas Tigert, "Are Television Audiences Really Different" paper presented to International Marketing Congress.

In most of the life style studies to date, we have collected information in four general areas: (1) activity, interest and opinion statements (AIO's), (2) demographic characteristics, (3) media usage and preferences, and (4) product and brand usage. We believe it is crucial to get the relevant information on the same respondents in a single study.

In the questionnaire each respondent first indicates his level of agreement along a six-point scale for each of the AIO statements. In the past we have used 300 AIO statements. These statements have come from previous research, depth interviews, from published scales by University of Michigan and from our heads.

Examples of statements are

- I like gardening.
- I do not get enough sleep.
- I enjoy going to concerts.
- A news magazine is more interesting than a fiction magazine.
- There should be a gun in every home.
- Instant coffee is more economical than ground coffee.
- I stay home most evenings.
- There is a lot of love in our family.
- It is a real tragedy to see our lakes and streams dying.
- Television is a primary source of our entertainment.

Each respondent then indicates his readership of representative magazines, his preference for representative television programs, and his average day-part TV viewership and radio listernership. The magazines and television programs selected for study are based on TVQ data.[6] In a study completely directed at a certain medium or

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[6]Charles E. Swanson, "The Frequency Structure of Television and Magazines," Journal of Advertising Research, (June, 1967)

other set of variables one might structure this and the following sections of the questionnaire to better meet his needs and objectives.

Next, we obtain from each respondent a measure of his or her "average" usage on a wide range of products. In our latest study we also questioned respondents about brand usage and attributes. Although the primary focus in past studies was on the relationships of life style and media to products, it would be advisable in any life style study to obtain some product information. I say this because usage of certain products is often revealing of the kind of people you are dealing with. For example, whether a person uses an entertainment credit card or not tells you a good deal about what he does, his attitudes toward money and his social class. The same thing is also true in the usage of alcoholic beverages. In other words, product usages can often work much like demographics.

Finally, we have demographic characteristics which are maintained on mail panel members. The demographic data includes such things as geographic locality, number of cars owned and market value of home as well as the widely used factors of age, education, occupation, family size and income.

Analysis of the Data

Thus far in analyzing the data from the life style surveys, two basic analytic approaches have been utilized: (1) correlational analysis using predetermined behavoral segments of the audience and (2) cluster analyses of the audience along life style dimensions. Both analytic approaches are useful and the determining factor in

selection is the objective of the research. Let me describe and illustrate through data each approach with emphasis on their objectives.

The first approach of determining correlational analysis using predetermined behavoral segments is designed to indicate the differences between users and nonusers of a product or readers of one magazine versus another magazine in terms of their life styles. The second approach of clustering the total audience along life style dimensions and then relating other factors (product use or media preferences) to the clusters is designed to generate a "picture" of the audience across many behavioral factors. The cluster approach provides, in a sense, an overview of the audience and the correlation approach provides, in a sense, a close-up view of one segment of the audience. This will become more meaningful, hopefully, after I present the examples of each approach.

Correlational Analysis

Correlational-approach is the traditional one that has been used with demographics in most studies of audiences. Examples of this traditional approach is the difference of audience composition on the age dimension between the Lawrence Welk Show and Mission Impossible. In our approach to the analysis we add life style to demographics in order to get a much richer view of these kinds of differences. Let me first take an example from product usage to describe the correlational analysis.

From three sets of data (AIO, demographics and product usage) the life style portrait of a user of a product such as a bank credit card is constructed in two steps. First, a Pearson Product Moment correlation is determined between the agreement levels for each of the 300 AIO statements and each of the 20 demographics with the average usage levels of the product of interest across the total sample. Then those AIO and demographic characteristics that correlate with product usage at the 95 percent confidence level are pulled out for cross-tabulation analysis, which helps to indicate the levels of differences. For example, on bank credit cards we found 45 AIO items had a significant relationship with usage. But there were differences among these items in terms of the percentage level of agreement between users and nonusers.

	Card Users General & Definite Agreement	Non-Card Users General & Definite Agreement
I like to pay cash for everything I buy	26%	67%
I buy many things with a credit card	39	22
Five years from now our income will be higher	71	60

The emphasis in the anlysis is on "clusters" of statements rather than individual statements, since there is considerable "noise" in the system, and dependence on a single item might be misleading. What constitutes a "cluster" is partly based on judgment of what "hangs together" in the analysis and partly on AIO R-factors described in an analysis by Wells and Tigert. In that analysis a principal

component's R-factor analysis was conducted on the 300 AIO items to learn what major life style dimensions exist in the inventory.

The findings on the male bank credit card user analysis[7] indicate that in contrast to the nonuser these male users lead an active, urban and upper socio-economic style of life congruent with their higher income, position and education.

The picture of the suburban businessman arriving home from the office and having a cocktail, settling down to a nice meal, and then going off to various activities is reinforced by his agreement with the following statements:

"I would rather live in or near a big city than in or near a small town."

"I often have a cocktail before dinner."

"We often serve wine at dinner."

"I do more things socially than most of my friends."

"I enjoy going to concerts."

"I like ballet."

"I'd like to think I'm a bit of a swinger."

and his disagreement with the following statements:

"I stay home most evenings."

"There are day people and there are night people. I am a day person."

"My days seem to follow a definite routine such as eating meals at a regular time."

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[7]Joseph T. Plummer, "Life style patterns and commercial bank credit card usage" op. cit.

He is a busy, young businessman on the rise who knows where he is going since he agrees with: "I expect to be a top executive within the next ten years': "In my job, I tell people what to do;" and "I spend too much time on the telephone."

The male charge card holder is aware of appearance and strives to maintain an appearance congruent with his work. He says, "I buy at least three suits a year;" "When I must choose between the two, I usually dress for fashion, not for comfort;" and "I would consider using a hair spray intended for men." This dimension suggests that appearance is central to the man's life style and from within this life style, the purchase of a large amount of clothing such as fashionable suits is not functioning as a "luxury." They are a part of his life style and necessary for the role he is playing when interacting with others, which requires a certain level of appearance Within other life styles, this particular dimension might function as a "luxury" as discussed in the previous study. Thus, the above finding suggests that to generally conceptualize consumer goods as being either "necessity" or "luxury" without taking into account various styles of life could sometimes be misleading. Since commercial bank charge cards are a contemporary form of purchasing goods, persons with very strong traditional orientations, regardless of their class or financial status, might reject this contemporary, almost abstract, form of financial transaction. Our male user supports this concept in that he disagrees more than the nonuser with such traditional, conservative values as "A woman's place is in the home'" "There is too much emphasis on sex today;" "Young

people have too many privileges today;" "Movies should be censored;" and "Hippies should be drafted." This individual is also willing to take certain risks and does not always need ultimate security. This orientation is indicated in this disagreement with, "Investing in the stock market is too risky for most families," "It is important to shop around a lot before buying a car," and "To buy anything other than a house or car on credit is unwise." Clearly this notion of "traditional, conservative" versus "contemporary, risk-oriented" as a determinant of charge card usage and philosophy needs further research.

The final two life-style dimensions emerging from this study are that the male user tends to belong to several organizations and is oriented toward reading as one source of information and entertainment. He is involved with organizations outside his job, as indicated by his statements, "I am or have been the president of a society or club," and "I am an active member of more than one service organization." Perhaps to reach our male charge card holder in magazines, he tells us that "Playboy" is one of my favorite magazines," and "I read one or more business magazines regularly."

As you can see from this example of the male bank credit card user, a very rich picture emerges that can be highly useful in planning communication for this audience segment. A copywriter or marketing person who has this information about his target audience is in a much better position to communicate effectively than if he had only demographics.

You may be thinking that I have selected an extreme example to dramatize the findings of life style data. If you are, let me show you one other example that indicates the life style differences between the reader of Time magazine and Newsweek magazine. Here is an instance where on judgment you would probably agree that the magazines are quite similar in their format, content and appeal. There was some overlap between these two magazines, but the life style differences between the two help shed some light on the question of "What sort of man reads Time, but not Newsweek and vice versa?" In this analysis[8] the total sample was divided into four groups:

(1)	Read neither Time nor Newsweek	653
(2)	Read both Time and Newsweek	106
(3)	Read Time, but not Newsweek	118
(4)	Read Newsweek, but not Time	103

The life style analysis revealed several dramatic differences between the Time only and the Newsweek only readers. There is first a tendency for the Newsweek only readers to be a little more conservative than the Time only. This is indicated in their tendency to agree more with the following statements:

"In a job security is more important than money"
"I often read the Bible"
"Hippies should be drafted"
"Communism is the greatest peril in the world today"

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[8]Douglas J. Tigert, "A Psychographic Profile of Magazine Audiences: An Investigation of a Media's Climate," paper presented to Consumer Workshop, American Marketing Association, Columbus, Ohio, (August 22, 1969.)

"I have somewhat old-fashioned tastes and habits"
"America would be a better place if people worked harder and complained less"
"Women should not smoke in public"

Perhaps indicative of their older age, the Newsweek only reader tends to be more concerned about his health and be a bit compulsive about cleanliness.

"I worry about getting cancer"
"It is important to wash your hands before eating"
"I do not get enough sleep"
"Everyone should use a mouthwash"
"My family's health is excellent" (NO)

In contrast to the Time only readers the Newsweek readers tend to view television more as a source of entertainment for themselves and at the same time, possibly tied to their conservative orientation, hold more negative attitudes toward advertising. This negative attitude toward advertising is also a function of exposure as indicated with their agreement with "There is too much advertising on television today."

The Time only readers tend to take more pride in their jobs, see a bright future and believe they have a lot of personal ability. A clue to the differences in interests was found that the Time only reader is more interested in the business world and travel abroad. The Newsweek only reader seemed more interested in camping, hunting, working outdoors and family activity.

I believe these findings point up some interesting implications for the kinds of products that would be most appropriate for each magazine, the kinds of feature articles and the "tone of voice" of

the advertising. These two examples should give you a pretty clear indication of the kind of insights and views of the audience one can obtain from a life style approach.

Cluster Analysis

The thrust of the cluster analysis approach is to provide a meaningful way to "segment" the audience on broad dimensions which are useful in explaining many variables such as television preferences, product usage and media behavior. In a review of the literature on audience segmentation it is clear that segmentation along a single dimension--be it age, social class or personality dimension - has not been productive. Bieda and Karsarjian summarize this review by stating, "Perhaps these usual modes of segmentation are not sufficient -- Perhaps there are sufficiently substantial groupings of people who, on a multivariate set of dimensions can be considered a market segment." [9]

Life style is such a multivariate approach to segmentation which produces behavicrally oriented segments that encompass many facets of people's activities (behavior), interests (attitudes) and characteristics (demographics). Limited experience with this approach to segmentation indicates that it can be highly useful in broad planning and to develop working models about audiences.

The cluster analysis I shall describe was performed on the data from our 1969 nationwide survey among 1,000 homemakers and 1,200 male heads-of-households. This cluster analysis was viewed as a

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[9] John C. Bieda and Harold Karsarjian, "An Overview of Market Segmentation," Marketing in a Changing World, 1969 June Conference Proceedings, American Marketing Association, Bernard Morin (ed.), pp. 249-253

pilot study to empirically test that notion we had that identifiable, and stable life style segments existed among American adults. Dr. Wells has since conducted a similar analysis with the results having some congruence with the pilot results and we at Leo Burnett are in the process of another large cluster analysis study among 3,000 female homemakers and 5,000 male household heads.

The statistical technique used to generate the life style clusters was cluster analysis[10] using a distance measure along the 300 AIO items. In order to determine the stability of the segments generated from the cluster analysis technique, a random split was made on both the male and female samples and each sample half was clustered using the 300 AIO items as observations. Cluster results from each split-half of the sample were compared with the results of the corresponding split-half for stability of results. The resulting clusters of each sample pair were quite comparable. On the basis of this split-half analysis, the samples were combined for a total cluster analysis among men (N=987) and a total cluster analysis among women (N=848).

Among men, the six-cluster solution appeared to be the most meaningful solution, and the seven-cluster solution among women was selected as further clustering produced either very small or difficult to interpret clusters. The cluster analysis procedure generated a "cluster" mean score on each of the 300 AIO items with a resulting F ratio to indicate the level of differentiation between clusters.

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[10] The algorithm can be found in S. C. Johnson, "Hierarchical Clustering Schemes," Psychometrika, (September, 1967), pp. 241-254. The computer program and execution were developed by Dr. Richard Johnson, Market Facts, Inc., Chicago.

For each significant AIO item, the two clusters with the highest mean scores and the two clusters with the lowest mean scores were selected. Examination of each cluster's array of high and low mean AIO items provided an empirical life style profile for each cluster.

A cross-tabulation was then made between each respondent's cluster membership and his demographic characteristics. Analysis of each cluster's demographic composition provided further insights into the life style profile of the various clusters. What follows is a brief description of the analysis of the six male life style segments.[11]

Among men, six life style segments emerged from the analysis and these segments have been called:

I The Active Achiever
II The Self-Indulgent Pleasure Seeker
III The Traditional Homebody
IV The Blue Collar Outdoorsman
V The Business Leader
VI The Successful Traditionalist

The first two segments are composed of young, urban males who have interests in self-indulgent, masculine activities and both tend to enjoy fantasy adventure. The "Active Achiever" is better educated, more achievement, profession and future oriented. He tends to have a wider range of roles, interests, and activites; and has a more liberal and responsible stance than the "Self-Indulgent Pleasure Seeker." In short, the "Active Achiever" is, in contemporary jargon, the young man on the rise - he is confident, educated, affluent, aggressive, and very much with it.

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[11]Gratitude is expressed to William D. Wells and Fred Schlinger for their assistance and insights in the analysis of the life style segments.

While the "Self-Indulgent Pleasure Seeker" is more inclined to be less educated and better depicted by his wants and attitudes. He is in a continuous search for self-enjoyment in contemporary activities with other men. These men are tolerant of many things, such as increasing sexual freedom, they hold rather basic, traditional attitudes toward most subjects. They are optimistic and look to increased affluence, but are poor money managers and tend to be impulsive. Unlike the "Achiever" this young man does not seem concerned with getting ahead, but rather with making enough money to continue a style of living he has come to enjoy.

The next two segments, "The Traditional Homebody" and "The Blue Collar Outdoorsman," represent two down-scale styles of living, and the "Homebody" represents a later stage in the life cycle than the "Outdoorsman." There are similarities between these two segments, however, in terms of social class, lower education, and attitudes. In addition to the age difference between these two segments, there is one other significant demographic difference and that is family size, with the "Outdoorsman" having a larger family than the "Homebody." There are several life style differences between these two segments that appear to be central to distinctiveness of each cluster - rather than forming a single blue collar segment as was the case among women. The "Homebody" is more home-centered, more frugal, more self-disciplined and more religious than the "Outdoorsman;" whereas the "Outdoorsman" is more active in outdoor activities away from home, more of an impulsive person with his money, less disciplined

and routinized, and much less interested in religion than the "Homebody."

The final two segments represent two styles of living of mature, middle class or above, successful men. There are some demographic and life style similarities, but the "Business Leader" is much more visible from the demographics than the "Successful Traditionalist."

The "Business Leader" enjoys decision-making and positions of leadership and responsibility. He has investment skills and seeks to increase his material worth. His concern over appearances and propriety may help explain his orientation toward religion as an institution rather than a code for living life. The "Business Leader" leads an active, urban life with more evenings spent socially than in front of his den's fireplace. His leisure time activities consist of reading, attending cultural events and travel. This man is a respected leader in many avenues of life, and his energy is directed toward maintenance and improvement of this stature and financial status.

The "Successful Traditionalist," on the other hand, is much more characterized by his satisfaction with his present status and material goods. He seems to derive enjoyment from the basic, simple events in his life such as an outing with the family, working around the house, or a nice vacation. At the same time, he is active in his community, his church, and at work. He is a man who has a traditional set of moral standards and adheres to them through rejection of, to him, harmful self-indulgences such as alcohol or tobacco. In connection with this traditional, moral orientation,

he places high value on his religious life. It is really his home and his family that are central to this man's style of living living and is satisfied.

This segmentation analysis has empirically isolated rather stable clusters of people along life style dimensions. The descriptions of these distinct clusters pulls together many relevant aspects of consumers' lives. The clusters cover many different types of people. In both the male and female analysis, no cluster emerged that depicted a life style for inner city residents. This is, in part, a function of sampling and, in part a function of the lack of AIO items that measure such life style dimensions as welfare dependence, lack of proper food, low grade housing, etc. In some instances, the clusters are heavily influenced by demographics, and in some instances are quite divorced from demographics.

The life style segments do go beyond demographics, as can be seen by analysis of the heavy product purchase of the two young, upscale male segments. The "Active Achiever" is a heavy consumer of most alcoholic beverages and, in keeping with his experimental orientation, he uses many "new" products: iced tea mixes, hair coloring, techmatic cartridges, and bank charge cards. He is one of the heaviest users of photographic equipment, smoking needs, hair care products, and men's toiletries. He frequently purchases new clothes, carries a large amount of life insurance, and is a frequent flyer on business and pleasure.

The "Self-Indulgent Pleasure Seeker" is also an important consumer of alcoholic beverages. In addition, he is a heavy user of coffee and regular soft drinks. While he carries auto and homeowners insurance, he does not carry an above-average amount of life insurance. He is a heavy user of gasoline and cigarettes, but light on clothing, credit cards, toiletries and "new" products.

Through these two approaches to the analysis of the basic life style data I hope I have demonstrated a new, exciting way to learn about the nature of mass communication audiences and audience segments. I have focused primarily on products because that is the area where we have had the greatest amount of experience to date. We are using life style more now to also learn about mass media audiences and to learn about Social Trends.

This latter area of study is very exciting and extremely relevant. For example, in the area of people who are concerned about and taking action to preserve the environment, life style data has been interesting and will be helpful in tracking this important social trend. We find that these people are young, educated, urban residents and are more likely to live in the North Central or West Coast regions. In terms of their life style they believe the individual can do something, have a respect for and involvement in their community, and are optimistic. As you might expect, these people are deeply concerned about ecology in a broad sense and have gone beyond air and water pollution in their awareness and concern.

I believe that life style is a new, interesting and very useful approach to the conceptualization and measurement of mass communication audiences. The implications for its use in mass communications research are many. Life style provides a way to understand people in the mass communications process in real, live, and observable terms which is much needed in today's world that becomes more "scientific" with each journal and study. Life style has been very useful at Leo Burnett in helping to develop advertising campaigns as I discussed just a week ago at the International Marketing Congress in San Francisco. Research like life style that generates portraits of real people should become as useful to many of you as it has been to those of us in advertising and marketing.

Thank you.